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DEWEY'S SERVICE

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Border and Cabrillo

Of Interest TO MOTORISTS

Richfield Push Erection of Air Beacon Lights

Mission Style Service Stations Adjoin Each Beacon; Hotels Planned

LOS ANGELES, Jan. 31.—With nine of the projected 86 huge Richfield-Neon beacon towers completed—actually a fourth of the main line chain which will interlink with light the Pacific coast, Mexican and Canadian international borders—work is to be started at once on three more, it was announced here today by Bert Hebbly, general manager of Highway Communities, Inc.

These three new locations are Visalia, Santa Paula, and Castaic, the latter a Ridge Route community at the intersection of the State Highway and Santa Paula boulevard.

At Visalia the tower will rise at the municipal airport. This is the first of the three new ones which will be finished.

During the last week, sites were obtained at Grant's Pass, Roseburg and Eugene, all in Oregon. These

are the first sites acquired outside of California.

Ideal service stations, catering to the comfort of the motorist, have been completed at the base of the Neon beacons in Capistrano, Palm City and Beaumont. Similar stations, beautifully designed in Spanish mission style, are under construction at Santa Rosa, Chular and Livermore.

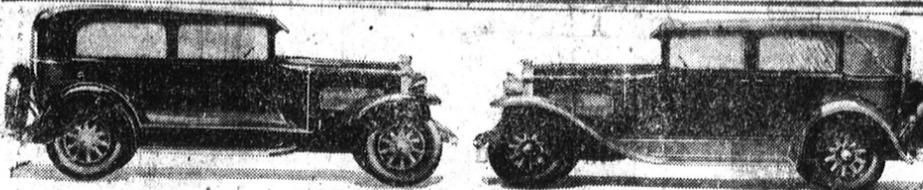
The next stations planned, according to William Cotrel of the Richfield Oil company, will be at Merced, Santa Maria and Paso Robles.

The "Great Richfield Way" between the two borders will represent in its entirety—including ideal roadside hotels, service and comfort stations, and beacon towers—an expenditure for 36 roadside motor villages of approximately \$10,000,000.

Plans for the hotels are being completed by Merrill & Wilson, architects. No announcement has yet been made as to when the first of these will be started.

Those repairs about the house,—who will you get to do them. See the complete list of building contractors on the Real Estate and Builders' Page of this issue.

Smart New Body Lines Revealed in Pontiac Big Six



Innovations in the Pontiac line this year are the landulet sedan and convertible cabriolet shown on the right. Above is the popular 2-door sedan and lower center shows the striking head-on view of this newest General Motors Six.

The new Pontiac "Big Six" shown for the first time at the New York national automobile show and which will be on display commencing Friday, Feb. 1, at the Industrial City Motors salesrooms, 1912

Carson Street, Torrance, more than fulfills the advance promises of big car performance, big car appearance and big car value made in the preliminary news announcement in December, according to dealers and

officials who have seen the new car and driven it.

It is essentially a new car from the radiator to the tail and includes chassis improvements that give the car flexible performance comparable with cars in a higher price range," according to L. M. Dreyer, Pacific Coast regional sales manager, who predicts that the new Pontiac "Big Six" will still more firmly entrench itself in the favor of motorists everywhere by reason of the extraordinary value evident in the 1929 car.

All the bodies are entirely new, the line including a 2-door sedan, 4-door sedan, coupe, sport roadster with folding rumble seat, sport phaeton, convertible cabriolet with rumble seat, and a landulet sedan with folding rear top quarter. The two are innovations in the Pontiac line, having the appearance of custom built bodies.

Outstanding features contributing to the extraordinary performance of the new Pontiac are a larger and more powerful engine; new counter-weighted crankshaft; new transmission; larger carburetor, intake manifold and valves; wider springs with new shock absorbers self-adjusting for wear; increased valve lift and new Hotchkiss drive.

The shell of the radiator, narrow and built up to 35 inches in height, gives to the front the appearance of power and fleetness borne out by the performance of the car. No emblem or nameplate marks the front of the radiator shell, but the familiar "Chief Pontiac" radiator cap ornament is retained. A chrome plated bar extends vertically from top to bottom of the radiator core.

Larger fenders, full crowned and with beaded edge, flare out in graceful sweep over the smart, low wheels. A forged fender tie rod replaces the pressed steel rod and lamp support formerly used. Headlamps on four body types come in full chrome plate, while on the remaining models the rims are chrome plated.

A full side view shows to best advantage the original lines of the new car. The slightly arched window design, with new paneling effect between the windows; a high waist line, and unique new concave moulding distinguish the Fisher bodies. This new belt moulding starts at the cowl and completely encircles the body. It is not continued down the hood, as in the Oakland models, but a new curved pillar line, quite similar in appearance to one of America's costliest cars, runs from the center panel on the cowl down to the rear of the hood.

A smart new louvre design sets the car instantly apart in traffic. Instead of in the conventional manner, the louvre is grouped in one panel and extends horizontally across the hood. A slender and brilliantly finished cowl band with parking lamps adds to the exterior beauty of appearance.

All enclosed bodies have adjustable driver's seats, smart new sun visor, slender ebony finish steering wheel, ebony finish instrument panel illuminated by two hooded bulbs, Delco-Remy combination transmission and ignition lock on dash, depressible beam lamps operated by foot control, new approved combination tail lamp, stop light, and license support, larger Delco-Remy motor-driven horn, automatic windshield cleaner, rear view mirror, theft-proof door locks and exclusively designed running board mats.

Other important mechanical features include: Larger L-head engine developing 57 brake horsepower at 3000 revolutions per minute; re-designed crankshaft, statically and dynamically balanced, with counter-weights to accommodate the increased power output of the engine; the crankshaft weighing 55 pounds; harmonic balancer to eliminate any vibration or crankshaft torsion likely to be developed by the more powerful motor; larger radiator; massive ten-spoke artillery type wheels with 29x5 straight side balloon tires, with six-wire wheels; equipment available at slightly greater cost; larger intake valves and greater valve lift; oil pump with capacity of 175 gallons of oil an hour at 25 miles per hour; constant flow pressure feed lubrication to main and connecting rod bearings and timing chain, with splash to other parts; pressure-suction type crankcase ventilator; quieter gear shift operation; fuel pump, gasoline filter and air deflector; brakes of the new Oakland four-wheel mechanical type, easy of adjustment and of extremely long

life, ample clearance to avoid trouble from swelling or sticking in mountain travel; spring covers; Lordoy hydraulic shock absorbers—the two latter at a slight additional price; spring shackles adjustable to take up wear, and roomier bodies.

Many other minor features have been added to make the new Pontiac an outstanding car in its price class. In performance, comfort, handling and appearance.

Production of the new line began at the plant of the Oakland Motor Car Company in Pontiac, Mich., in December and shipments to dealers on the Pacific Coast commenced on Jan. 31. According to coast officials of the company, cars should be in the hands of dealers throughout the coast territory by Feb. 1 and deliveries will begin on full schedule, it is believed, shortly thereafter.

THAT CAR OF YOURS

Front wheel hub caps when broken should be replaced immediately, for in reality they are the grease containers of the front wheel bearings and also keep out particles of dust, grit, etc.

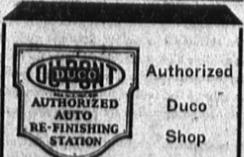
Few car owners realize the severe wear that occurs to front tires when the "front wheels" shimmy. There are various causes for this, which can be eliminated very easily. They include bent axle, not having the right tilt, king bolts, bushings, and not having the proper toe-in and camber.

Rear wheel bearings should be lubricated at least every thousand miles, which of course will avoid excessive wear and less expense. When we realize that two-thirds of the weight of the car and its occupants ride on these wheel bearings, we can appreciate the attention they should receive.

The rear wheels should be watched carefully for looseness on the axle shaft. This condition will cause the wheel hub to work to such an extent that in time the axle shaft key will shear off. There have been cases where the axle shaft nut had, sheered off, allowing the wheel to come off and causing not only serious damage to the machine but to the driver and occupants.

The brakes, regardless of whether the car is equipped with two-wheel or four-wheel brakes should be checked immediately when squeaking takes place, for it is usually found that the rivets holding the lining are cutting into the brake drums, and this rough drum will in turn cut out the lining. Whenever the brake drum surface is rough, it is always necessary to turn same down in a special lathe before applying the new lining, which is an additional expense.

Chuckle a bit and forget your worry. Read the Comics on the back page and the first page of the second section.



When the best in auto finishing is desired Duco done by Richards insures the highest class obtainable.

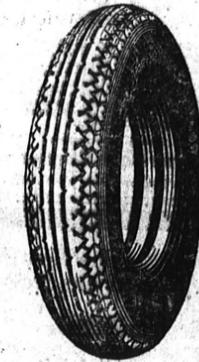
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announcing The New PONTIAC BIG SIX

Introducing Big Car Standards of Luxury, Style and Performance at \$745

TODAY a new type of low cost motoring luxury is available. It embraces big car style. It provides big car riding comfort. It embodies big car quality in unseen parts. It includes big car performance even to the point of developing big car power and traveling at big car speed. It is offered by a brand new automobile—the New Pontiac Big Six.

Frankly, the New Pontiac Big Six was designed to appeal to a certain group. True, every motor car owner in America will find in it many things to admire. Two-car families will find it an ideal second car. But the group for which it is primarily intended is made up of people who are beginning to move up in the world. Many of them will soon make the first important step up in the quality of their cars. All are progressive. The New Pontiac Big Six was designed for them.

It comes to them entirely new in appearance. Stunning new bodies by Fisher contribute to the big car beauty and big car style presented by the car as a whole.

Progressive people are seeking greater luxury. The Pontiac Big Six offers them the luxury, the deep, richly upholstered cushions and the charming appointments for which bodies by Fisher are famous the world over. It provides the smooth-riding qualities of a car 167 inches in overall length, with accurately balanced rotating mechanical parts and such advance comfort features as adjustable drivers' seats.

It is a six, but more than just a six. It is a six with the added power of a larger L-head engine and the added smoothness imparted by a dynamically balanced, counter-weighted crankshaft and the famous Harmonic Balancer. It is a six with the added efficiency and silence achieved by means of the G-M-R cylinder head. It is a six with the added cold-weather advantages provided by the cross-flow radiator, thermostatically controlled.

From fan to rear axle, its "line of drive" is in accurate dynamic balance. Its new brakes are of the internal four-wheel type which neither mud nor rain nor ice can prevent from operating efficiently.

As for its performance, you can drive it at express train speed. You can watch it accelerate alongside the finest cars on the road. You can test its power under any conditions, confident of its ability to pull through. Meanwhile it continues to provide that unmatched dependability for which every Pontiac has been famed.

Only a few highlights in its construction have been mentioned. Just enough to prove that the Pontiac Big Six is entirely new and capable of meeting progressive Americans' demand. But the amazing thing about it is that it gives so much big car luxury, style and performance at prices which come within practically everyone's reach!

Prices, \$745 and up, f. o. b. factory, plus delivery charges. Bumpers and rear fender guards regular equipment at slight extra cost. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

Industrial City Motors

1912 CARSON STREET

TORRANCE